Raisin Administrative Committee



Industry News

Volume 1. Issue 2

2ND QUARTER OF 2021

Japan 2021 **Bakery Contest** Winners





















United Kingdom

Influencer Campaign

RAC UK used influencers to reach fitness enthusiasts utilizing a variety of pop culture celebrities and fitness gurus. The campaign generated over 5 million impressions.

ALEX BOWEN



EM SHELDON



ADAM COLLARD



Scandinavia

Influencer Campaign

RAC Scandinavia continued its influencer campaign with a new round of influencers highlighting the benefits of eating California raisins for fitness enthusiasts.

One influencer from each Scandinavia country was chosen to highlight the benefits of eating California raisins as a snack before, during, and after exercise. The campaign garnered over 6 million impressions.



NORWAY Vibeke Klemetsen



Rosanna Kulju

okawergane of eproregart # Jug et kampe fan af podeer op har blefste voors dan de Beken er er vet Sex et in hæting. Det er et lie diet etz i dinderfor et proppe sake sign mogenned, tig det er er

DENMARK Oliver Erngart



SWEDEN Simon Lussetti



SE Asia

Mexico

Recipe Books

RAC SE Asia partnered with two trade associations, the Philippine Baking Society and the Singapore Baking and Confectioner Trade Association, to produce recipe books. The books will be shared through the trade associations and at RAC events to inspire new products using California raisins.





Digital Ad campaign

RAC Mexico developed a digital ad campaign to communicate the nutritional benefits of using California raisins and to share creative recipe ideas. The campaign resulted in over 4 million impressions in May and June.







Japan

New Product Development

RAC Korea partnered with a bakery chain operated by a leading Korean food company to develop a new product called "Classic Mocha Bread" which features 25g of California raisins in each bun. A promotion board featuring the RAC logo appeared in-store.

RAC Japan developed a campaign to communicate the nutritional benefits of California raisins to Moms and provide recipe suggestions. The two-page advertisement was featured in magazines with a circulation of 800 thousand.

Parents Magazine Advertising





Germany

Summer Grilling Campaign

RAC Germany partnered with local grilling master, Tom Heinzle, to develop summer grilling recipes using California raisins. The recipes were featured in a press release as well as on social media.

Rezepttipps: Kreativ und abwechslungsreich grillen mit der Superfrucht

Rosinen aus Kalifornien machen mehr aus dem BBQ

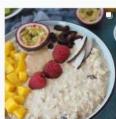












Vietnam

Social Media

RAC Vietnam conducted a social media campaign including recipe videos produced by four food influencers. The campaign has achieved over 9 million impressions year to date and yielded 75 thousand consumer engagements.





Hiệp Hội Nho Khô Bang California: Khoai Lang Ngao Hat Dieu va Nho Kho California...

Khoai Lang Ngào Hạt Điều & Nho Khô California! Món ăn vặt lạ miệng, không kém phần bổ dưỡng với những nguyên liệu rất đơn giản gồm: khoai lang, hạt điều, gừng và đương nhiên không thể thiếu nho khô California với vị ngọt tự nhiên. Công thức...





Hiệp Hội Nho Khô Bang California...

Hãy giải nhiệt những cơn nóng mùa hè bằng vị ngọt tự nhiên của Nho Khô Californa với món chè thanh mát - Chè Hạt Sen Nho Khô California theo công thức được phát triển trong video dưới đây: #californiaraisins #NhokhoCalifornia #Calraisins...

6:48 · Uploaded on 04/11/2021 · Owned · Appears Once · View Permalink ♂ · Copy Video ID 🌗

Retail Bakery Promotion

RAC Taiwan conducted a retail promotion with a large-scale bakery chain. Three items were featured including two new products, a California Raisin Coconut Bread and California Raisin Breakfast Bun. The promotion featured in-store POP materials and samplers in six high volume stores throughout April. The promotion succeeded in driving a 32% increase in sales on the California raisin items.





Recipe Development

RAC China conducted four product inspiration events targeting the baking industry. Five fillings made with California raisins were developed and incorporated into ten different bakery recipes. 1,460 people from over 1,000 companies attended the events and promotion through social media reached an additional 7 thousand people. New distributors were recruited, one leading bakery chain with over 100 outlets ordered the fillings and several other retailers ordered finished products made with the fillings.



Canada

Costco Retail Promotion

RAC Canada partnered with Costco to run an e-commerce promotion in May and June.
The promotion generated over 4 million impressions and drove 15 thousand link clicks to purchase.



Contact Us

Mailing Address

2445 Capitol Street, Suite 200 Fresno, CA 93721-2236

(559) 225-0520 (559) 225-0652 fax www.raisins.org ~ info@raisins.org

Raisin Administrative Committee Staff

Debbie Powell, President/General Manager
Tim Kenny, Vice President of Marketing
Dori Williams, Director of Operations
Jennifer De Anda, International Programs Coordinator
Randi Froerer, Export Database-Grower Records Coordinator
Murphy Jones, Executive Administrative Assistant
Melinda McAllister, Marketing Specialist
Noelle Sprinkman, Industry Statistics Coordinator
David Sternweis, Accounting Manager
Anna Valdivia, Grower Records Coordinator

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